

**Summary:**

The Idaho Fraud Awareness Coalition has a threefold objective:

1. Educate the public about the cost of fraud
2. Raise awareness about the consequences and impact of fraud on society
3. Educate Idahoans about how to recognize and report fraud to the appropriate authorities

**Target Audience:**

General public – statewide

**Events:**

*January-May 2009* – Monthly online newsletter distributed to coalition and sponsor email lists, podcasts begin, outreach continues, town hall meetings scheduled, speakers engaged and State Fair booth secured

*April 2009* – Scholarship entries reviewed, print and outdoor advertising begins

*May 4-8, 2009* – Scholarship contest winners announced and prizes awarded, town hall meetings held

*August 2009* – Sponsor booth at Western Idaho State Fair

To achieve these objectives, we need your support. The following material outlines the critical need for fraud awareness among Idahoans and provides a list of sponsorship opportunities and the necessary sponsor contributions associated with each.

**Fraud Facts:**

Insurance fraud costs nearly \$120 billion a year, with healthcare fraud at \$85 billion a year and property and casualty insurance fraud at \$30 billion a year, according to the Insurance Information Institute. Insurance fraud costs nearly \$950 for each family, the Coalition Against Insurance Fraud estimates.

Nearly one in ten Americans would commit insurance fraud if they knew they could get away with it.

*Progressive Insurance (2001)*

Nearly three of ten Americans (29%) would not report insurance scams committed by someone they know.

*Progressive Insurance (2001)*

More than one in three Americans says it is okay to exaggerate claims to make up for the deductible (40% in 1997).

*Insurance Research Council (2000)*

One in four Americans says it is okay to pad a claim to make up for premiums they have already paid.

*Insurance Research Council (2000)*

Seniors and other taxpayers pay up to \$1 billion a year in inflated drug prices due to potential fraud and loopholes in Medicare. The overpayments represented 20% of Medicare spending in 2000.

*Government Accounting Office (2001)*

# Fraud Awareness Week Sponsorship Opportunities

## **Platinum Sponsor - \$5,000.00**

- Premiere logo placement on print and outdoor advertising
- Named in all radio and television ads
- Inclusion of promotional items in State Fair giveaway bags
- Listing as event sponsor on flyers and brochures

## **Gold Sponsor - \$2,000.00**

- Logo placement on print and outdoor advertising
- Named in all radio and television ads
- Inclusion of promotional items in State Fair giveaway bags
- Listing as event sponsor on flyers and brochures

## **Silver Sponsor - \$1,000.00**

- Logo placement within email and print newsletters
- Inclusion of promotional items in State Fair giveaway bags
- Listing as event sponsor on flyers and brochures

## **Bronze Sponsor - \$500.00**

- Inclusion of promotional items in State Fair giveaway bags
- Listing as event sponsor on flyers and brochures

## **Partner - any amount up to \$100.00**

- Listing as event sponsor on flyers and brochures

## **Scholarship Sponsor (only one available) - \$3500.00**

- Logo placement on all scholarship-related materials
- Presenter of scholarship monies
- Named in all radio and television ads
- Inclusion of promotional items in State Fair giveaway bags
- Listing as event sponsor on flyers and brochures

Trade credit will be earned for promoting Fraud Awareness Week in the advertising you may already currently place regularly. The amount of trade credit will be determined based on the medium and type of exposure. This credit is intended to encourage our sponsors to promote Fraud Awareness Week and receive the additional advertising benefits by doing so.

Yes! We are interested. Sign us up for Sponsorship.

<input type="checkbox"/> Platinum	\$5,000.00
<input type="checkbox"/> Gold	\$2,000.00
<input type="checkbox"/> Silver	\$1,000.00
<input type="checkbox"/> Bronze	\$500.00
<input type="checkbox"/> Partner	any amount up to \$100.00

Those interested in sponsoring the Scholarship Contest (\$3,500.00 contribution) should contact Tricia Carney directly, [tricia.carney@doi.idaho.gov](mailto:tricia.carney@doi.idaho.gov), 334-4312.

Please make checks payable to *Idaho Fraud Awareness Week*.

Company name \_\_\_\_\_

Contact \_\_\_\_\_

Business address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_